

IN THE CLAIMS

Please amend claims 1-3, 5-6, 8-11, 13-14, 16-19, 21-22, 24-27, 29-30, and 32

1. (Currently Amended) A method comprising:

converting a search term in a search request to one or more canonical phonetic forms

based on similar pronunciation of the search term;

performing a phonetic keyword search for each canonical phonetic form of the search term; and

generating an indication of search results based, at least in part, on the phonetic keyword search.

2. (Currently Amended) The method of claim 1, wherein converting the search term to one or more canonical phonetic forms comprises:

identifying one or more diphthongs within the search term;

determining one or more canonical representations for at least one of the one or more

diphthongs based on pronunciation of the respective diphthong; and

generating one or more canonical phonetic forms of the search term based, at least in

part, on possible spellings of the one or more canonical representations of the at least one diphthong.

3. (Currently Amended) The method of claim 2, further comprising:

determining whether any canonical representations exist for one or more letters within the search term; and

including in the one or more canonical phonetic forms of the search term any canonical representation for the one or more letters, wherein the canonical phonetic search is performed based on the canonical phonetic forms generated from the canonical representation of both letters and diphthongs of the search request.

4. (Original) The method of claim 1, wherein performing a phonetic keyword search comprises searching the canonical phonetic forms of keywords for one or more of the canonical phonetic forms of the search term.

5. (Currently Amended) The method of claim ~~[[4]]~~ 1, wherein converting the search term to one or more canonical phonetic forms comprises: further comprising stemming at least one of the canonical phonetic forms of the search term.

determining the possible pronunciation for each vowel contained within the search request in consideration of letters before and after the respective vowel;

generating one or more canonical representation for each of the possible pronunciation of each vowel, wherein the one or more canonical representation does not contain the respective vowel itself; and

generating one or more canonical phonetic forms based on possible spellings of the one or more canonical representations of the respective vowel.

6. (Currently Amended) The method of claim 4, further comprising:

generating canonical phonetic forms of the keywords; and

storing the canonical phonetic forms of the keywords in a database prior to receiving the search request.

7. (Original) The method of claim 6, wherein generating the canonical phonetic forms of the keywords comprises:

identifying one or more diphthongs within a keyword;

determining one or more canonical representations for at least one of the one or more diphthongs within the keyword;

determining whether any canonical representations exist for one or more letters within the keyword; and

generating one or more canonical phonetic forms of the keywords from the canonical representations of the at least one diphthong within the keyword and any canonical representation of the one or more letters within the keyword.

8. (Currently Amended) The method of claim 3, further comprising ignoring any letter that is not a letter and ignoring a second appearance of a back-to-back letter when determining the canonical representation of the respective letter of the search term. ~~1, wherein generating an indication of the search results comprises displaying a product corresponding to the search results.~~

9. (Currently Amended) A machine-readable medium having stored thereon sequences of instructions that, when executed, cause one or more electronic systems to:

convert search terms in a search request to one or more canonical phonetic forms based on similar pronunciation of the search term;

perform a phonetic keyword search for each canonical phonetic form of the search term;

and

generate an indication of search results based, at least in part, on the phonetic keyword search.

10. (Currently Amended) The machine-readable medium of claim 9, wherein the sequences of instructions that cause the one or more electronic systems to convert the search term to one or more canonical phonetic forms comprise sequences of instructions that, when executed, cause the one or more electronic systems to:

identify one or more diphthongs within the search term;

determine one or more canonical representations for at least one of the one or more

diphthongs based on pronunciation of the respective diphthong; and

generate one or more canonical phonetic forms of the search term based, at least in part,

on possible spellings of the canonical representations of the at least one

diphthong.

11. (Currently Amended) The machine-readable medium of claim 10, further comprising sequences of instructions that, when executed, cause the one or more electronic systems to:

determine whether any canonical representations exist for one or more letters within the

search term; and

include in the one or more canonical phonetic forms of the search term any canonical

representation for the one or more letters, wherein the canonical phonetic search

is performed based on the canonical phonetic forms generated from the canonical

representation of both letters and diphthongs of the search request.

12. (Original) The machine-readable medium of claim 9, wherein the sequences of instructions that cause the one or more electronic systems to perform a phonetic keyword search comprise sequences of instructions that, when executed, cause the one or more electronic systems to search canonical phonetic forms of keywords for one or more of the canonical phonetic forms of the search term.

13. (Currently Amended) The machine-readable medium of claim [[12]] 9, wherein the sequences of instructions that cause the one or more electronic systems to convert the search term to one or more canonical phonetic forms comprise sequences of instructions that, when executed, cause the one or more electronic systems to: ~~further comprising sequences of instructions that, when executed, cause the one or more electronic systems to stem at least one of the canonical phonetic forms of the search term.~~

determine the possible pronunciation for each vowel contained within the search request in consideration of letters before and after the respective vowel;

generate one or more canonical representation for each of the possible pronunciation of each vowel, wherein the one or more canonical representation does not contain the respective vowel itself; and

generate one or more canonical phonetic forms based on possible spellings of the one or more canonical representations of the respective vowel.

14. (Currently Amended) The machine-readable medium of claim 12, further comprising sequences of instructions that, when executed, cause the one or more electronic systems to generate canonical phonetic forms of the keywords, and

store the canonical phonetic forms of the keywords in a database prior to receiving the search request.

15. (Original) The machine-readable medium of claim 14, wherein the sequences of instructions that cause the one or more electronic systems to generate canonical phonetic forms of the keywords comprise sequences of instructions that, when executed, cause the one or more electronic systems to:

identify one or more diphthongs within a keyword;

determine one or more canonical representations for at least one of the one or more diphthongs within the keyword;

determine whether any canonical representations exist for one or more letters within the keyword; and

generate one or more canonical phonetic forms of the keywords from the canonical representations of the at least one diphthong within the keyword and any canonical representation of the one or more letters within the keyword.

16. (Currently Amended) The machine-readable medium of claim 11, wherein the sequences of instructions further cause the ssystem to ignore any letter that is not a letter and ignore a second appearance of a back-to-back letter when determining the canonical representation of the respective letter of the search term 9, ~~wherein the sequences of instructions that cause the one or more electronic systems to generate an indication of the search results comprise sequences of instructions that, when executed, cause the one or more electronic systems to display a product corresponding to the search results.~~

17. (Currently Amended) An apparatus comprising:

- a processor; and
- a memory coupled to the processor, the memory having stored thereon sequences of instructions that, when executed, cause one or more electronic systems to
 - convert a search term in a search request to one or more canonical phonetic forms based on similar pronunciation of the search term,
 - perform a phonetic keyword search for each canonical phonetic form of the search term, and
 - generate an indication of search results based, at least in part, on the phonetic keyword search.

18. (Currently Amended) The apparatus of claim 17, wherein the sequences of instructions that cause the one or more electronic systems to convert the search term to one or more canonical phonetic forms comprise sequences of instructions that, when executed, cause the one or more electronic systems to

- identify one or more diphthongs within the search term based on pronunciation of the respective diphthong,
- determine one or more canonical representations for at least one of the one or more diphthongs, and
- generate one or more canonical phonetic forms of the search term based, at least in part, on possible spellings of the canonical representations of the at least one diphthong.

19. (Currently Amended) The apparatus of claim 18, further comprising sequences of instructions that, when executed, cause the one or more electronic systems to

determine whether any canonical representations exist for one or more letters within the search term, and

include in the canonical phonetic forms of the search term any canonical representation for the one or more letters, wherein the canonical phonetic search is performed based on the canonical phonetic forms generated from the canonical representation of both letters and diphthongs of the search request.

20. (Original) The apparatus of claim 17, wherein the sequences of instructions that cause the one or more electronic systems to perform a phonetic keyword search comprise sequences of instructions that, when executed, cause the one or more electronic systems to search the canonical phonetic forms of keywords for one or more of the canonical phonetic forms of the search term.

21. (Currently Amended) The apparatus of claim ~~[[20]]~~ 17, wherein the sequences of instructions that cause the one or more electronic systems to convert the search term to one or more canonical phonetic forms comprise sequences of instructions that, when executed, cause the one or more electronic systems to: ~~further comprising sequences of instructions that, when executed, cause the one or more electronic systems to stem at least one of the canonical phonetic forms of the search term.~~

determine the possible pronunciation for each vowel contained within the search request in consideration of letters before and after the respective vowel;

generate one or more canonical representation for each of the possible pronunciation of each vowel, wherein the one or more canonical representation does not contain the respective vowel itself; and

generate one or more canonical phonetic forms based on possible spellings of the one or more canonical representations of the respective vowel.

22. (Currently Amended) The apparatus of claim 20, further comprising sequences of instructions that, when executed, cause the one or more electronic systems to

generate canonical phonetic forms of the keywords, and

store the canonical phonetic forms of the keywords in a database prior to receiving the search request.

23. (Original) The apparatus of claim 22, wherein the sequences of instructions that cause the one or more electronic systems to generate canonical phonetic forms of the keywords comprise sequences of instructions that, when executed, cause the one or more electronic systems to identify one or more diphthongs within a keyword, determine one or more canonical representations for at least one of the one or more diphthongs within the keyword, determine whether any canonical representations exist for one or more letters within the keyword, and generate one or more canonical phonetic forms of the keywords from the canonical representations of the at least one diphthong within the keyword and any canonical representation of the one or more letters within the keyword.

24. (Currently Amended) The apparatus of claim 19, wherein the sequences of instructions further cause the system to ignore any letter that is not a letter and ignore a second appearance of a back-to-back letter when determining the canonical representation of the respective letter of the search term ~~17, wherein the sequences of instructions that cause the one or more electronic systems to generate an indication of the search results comprise sequences of instructions that,~~

~~when executed, cause the one or more electronic systems to display a product corresponding to the search results.~~

25. (Currently Amended) A computer data signal embodied in a data communications medium shared among a plurality of network devices comprising sequences of instructions that, when executed, cause one or more electronic systems to:

convert a search term in a search request to one or more canonical phonetic forms based on similar pronunciation of the search term;
perform a phonetic keyword search for each canonical phonetic form of the search term;
and
generate an indication of search results based, at least in part, on the phonetic keyword search.

26. (Currently Amended) The computer data signal of claim 25, wherein the sequences of instructions that cause the one or more electronic systems to convert the search term to one or more canonical phonetic forms comprise sequences of instructions that, when executed, cause the one or more electronic systems to:

identify one or more diphthongs within the search term based on pronunciation of the respective diphthong;
determine one or more canonical representations for at least one of the one or more diphthongs; and
generate one or more canonical phonetic forms of the search term based, at least in part, on possible spellings of the canonical representations of the at least one diphthong.

27. (Currently Amended) The computer data signal of claim 26, further comprising sequences of instructions that, when executed, cause the one or more electronic systems to:

determine whether any canonical representations exist for one or more letters within the search term; and

include in the one or more canonical phonetic forms of the search term any canonical representation for the one or more letters, wherein the canonical phonetic search is performed based on the canonical phonetic forms generated from the canonical representation of both letters and diphthongs of the search request.

28. (Original) The computer data signal of claim 25, wherein the sequences of instructions that cause the one or more electronic systems to perform a phonetic keyword search comprise sequences of instructions that, when executed, cause the one or more electronic systems to search canonical phonetic forms of keywords for one or more of the canonical phonetic forms of the search term.

29. (Currently Amended) The computer data signal of claim ~~[[28]]~~ 25, wherein the sequences of instructions that cause the one or more electronic systems to convert the search term to one or more canonical phonetic forms comprise sequences of instructions that, when executed, cause the one or more electronic systems to: ~~further comprising sequences of instructions that, when executed, cause the one or more electronic systems to stem at least one of the canonical phonetic forms of the search term.~~

determine the possible pronunciation for each vowel contained within the search request in consideration of letters before and after the respective vowel;

generate one or more canonical representation for each of the possible pronunciation of each vowel, wherein the one or more canonical representation does not contain the respective vowel itself; and

generate one or more canonical phonetic forms based on possible spellings of the one or more canonical representations of the respective vowel.

30. (Currently Amended) The computer data signal of claim 28, further comprising sequences of instructions that, when executed, cause the one or more electronic systems to

generate canonical phonetic forms of keywords, and

store the canonical phonetic forms of the keywords in a database prior to receiving the search request.

31. (Original) The computer data signal of claim 30, wherein the sequences of instructions that cause the one or more electronic systems to generate the canonical phonetic forms of keywords comprise sequences of instructions that, when executed, cause the one or more electronic systems to:

identify one or more diphthongs within a keyword;

determine one or more canonical representations for at least one of the one or more diphthongs within the keyword;

determine whether any canonical representations exist for one or more letters within the keyword; and

generate one or more canonical phonetic forms of the keywords from the canonical representations of the at least one diphthong within the keyword and any canonical representation of the one or more letters within the keyword.

32. (Currently Amended) The computer data signal of claim 27, wherein the sequences of instructions further cause the system to ignore any letter that is not a letter and ignore a second appearance of a back-to-back letter when determining the canonical representation of the respective letter of the search term 25, wherein the sequences of instructions that cause the one or more electronic systems to generate an indication of the search results comprise sequences of instructions that, when executed, cause the one or more electronic systems to display a product corresponding to the search results.